

INTERACTIVE TELEVISION TARGETED MESSAGE SYSTEM

Abstract of the Disclosure

An interactive television system is provided in which targeted messages may be sent to users. The interactive television system may use an interactive television program guide or other interactive applications to provide interactive television services to users. An e-mail or other messaging application may be used to receive the messages. The messaging application may be separate from the program guide or other interactive television application or may be part of the program guide or other interactive television application. Messages may be targeted based on the television channels to which the user subscribes or based on which settings the user has established in the program guide or other application or based on any other suitable criteria.

0974729 442400